Cochlear™ Baha® System





Hear now. And always

Cochlear®

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Because children deserve the best.

Children are full of energy and life. They are busy learning at school and play, exploring new places, making friends and growing up. Hearing loss should not get in their way.

The Cochlear™ Baha® 5 System is a smart and simple solution for children with conductive hearing loss, mixed hearing loss or single-sided sensorineural deafness (SSD). For over 40 years Cochlear has helped thousands of children to hear and communicate using bone conduction.



How we hear.

Hearing is the process of sound travelling through our outer, middle and inner ear to the hearing nerve and then the brain, which interprets what we hear.

Each part of our ear plays a critical role in transmitting sound

- Outer ear the part you can see (the pinna) and the ear canal.
- Middle ear the eardrum, the middle ear cavity and three tiny connected bones (ossicles), which are named the hammer, anvil and stirrup.
- Inner ear the snail-shaped cochlea and the hearing nerve, as well as semi-circular canals that help with balance.

Our natural hearing depends on these parts working together, so if your child has an issue within these ear structures, they may experience hearing loss.

Hearing with both ears

The human body is a network of pairs: two eyes, ears, nostrils, arms, hands, feet and legs. The brain uses these pairs to coordinate and maximise how the body works.

Similarly, our ears work as a pair. We have two ears to give us the ability to locate sound, distribute volume to tolerate loud sounds, as well as to enjoy a better quality of sound (like hearing in 'stereo').

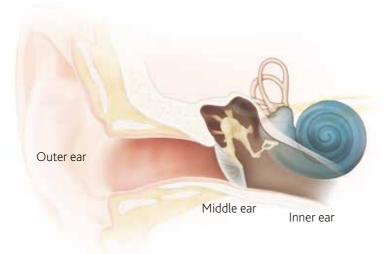
It is proven that hearing with two ears is beneficial to a child's speech and language development and for their performance in school.¹ Being able to hear with both ears makes it easier to understand speech and tell where sounds are coming from.²

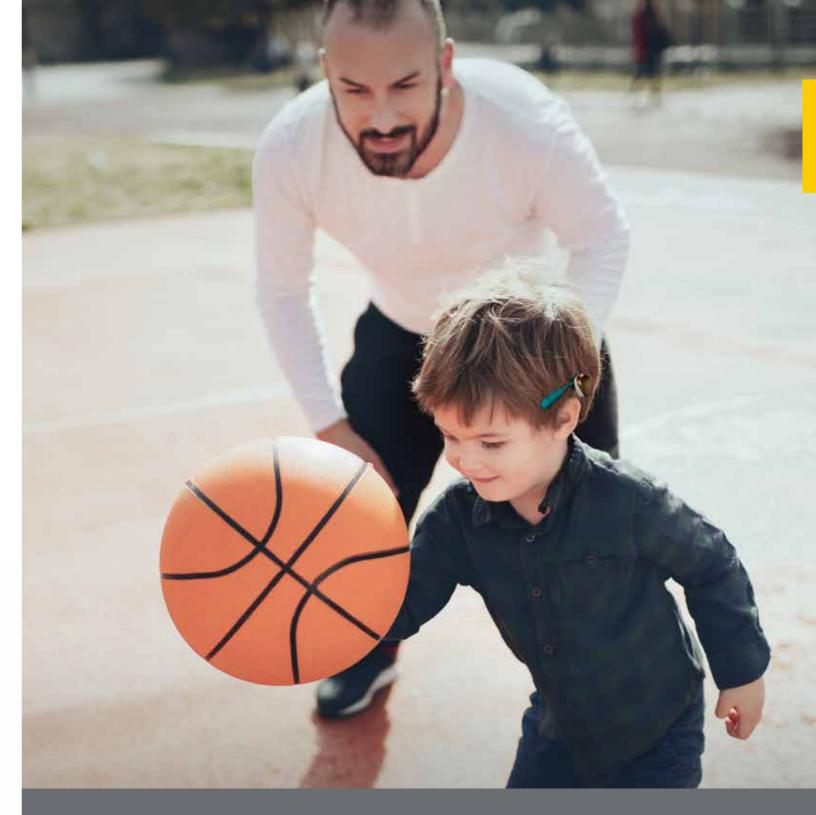
Hearing, communication and brain development

There are two main ways that sound travels. The first is when sounds travel to our eardrums through the ear canal. This way of hearing is called air conduction. Bone conduction is when sound vibrations travel through the skull, bypassing the outer and middle ear and transmitting sounds straight to the inner ear. Both types of hearing work together to help us hear and perceive sound.

Hearing is the first step in developing communication skills. It's how children learn to recognise a parent—babies begin to notice sounds in the womb. Hearing is also an important part of learning to talk as children learn by mimicking sounds.

If you have been told your child has hearing loss, you may be feeling a range of emotions about how to handle the new situation. Draw on the support of family and friends to focus these feelings into finding a solution to help your child hear better and reach their full potential.





Early action is important

Research shows that children who are implanted early can learn to speak faster than those implanted later in life. In fact, evidence shows that early treatment could put your child's development on par with their hearing peers.^{3, 4}

With the right solution, children with hearing loss are able to enjoy a life full of sounds, engage in all kinds of activities, dance along to their favourite songs and hear you say, "I love you."

The Cochlear Baha System has helped over

160,000 people to hear.

Understanding your child's hearing loss.

Hearing enriches our experiences of the world, and as a parent it is important to share these moments – laughing, singing and playing – with your children. Understanding your child's hearing loss and exploring possible solutions can encourage them, and you, to get the most out of life.

Your child's hearing loss may affect one ear or both, and it may stem from a problem in the inner, middle or outer ear, or from a combination of places.

Conductive hearing loss

occurs when damage to the outer ear or middle ear blocks air conducted sound vibrations from reaching the inner ear. With this type of hearing loss, ears may feel plugged and speech may sound muffled.

Common causes of conductive hearing loss include middle ear infections, chronic mastoiditis, malformations at birth such as Microtia and Atresia, and syndromes such as Down, Goldenhar and Treacher Collins.

Sensorineural hearing loss

can occur in one or both ears. If the hearing loss is in one ear, it is often referred to as unilateral hearing loss. If the hearing loss is profound it is called single-sided deafness (SSD).

Your child can be born with sensorineural hearing loss, called congenital hearing loss. Other causes might come after birth, like viral infections, Ménière's disease, adverse reaction to medications and head or ear injuries.

Mixed hearing loss

refers to a combination of conductive and sensorineural hearing loss. This means there may be damage in both the outer or middle ear and the inner ear.

Common causes include any of the causes of conductive hearing loss plus any of the causes of sensorineural hearing loss.



Bone conduction is a scientifically proven treatment for conductive hearing loss, mixed hearing loss and single-sided sensorineural deafness (SSD)⁵.



How the Baha System can help your child.

Problems in your child's outer or middle ear can block or restrict the flow of sound waves, preventing them from getting through to your child's inner ear. A hearing aid relies on forcing enough sound through these problem areas, whereas the Baha System bypasses the damaged parts of the ear, using your body's natural ability to deliver sound vibrations directly to your child's working inner ear.

The Baha 5 Sound Processor advantage

The Baha System uses cutting-edge sound processors with different wearing options to transmit sound to your child's working inner ear. The processors are designed to help children hear clearly and distinctly, key to developing speech and language.⁷ When children hear a rich and full range of sounds, they have a better understanding of complex language and, in turn, the environment around them⁸



The Baha System versus hearing aids

Hearing care professionals agree that for conductive hearing loss, mixed hearing loss and single-sided deafness, bone conduction may be a more effective solution than air conduction⁹ (such as hearing aids). Furthermore, the Baha System has a lower amplification level requirement than hearing aids. 10-12 This means there is a reduced risk of feedback like annoying squeaks and whistles. Also, there is no occlusion of the ear canal, which can be problematic for children with recurring ear infections.

With Cochlear, your child has a range of sound processors to choose from, depending on the degree of hearing loss and their needs.



Also available is the Baha 5 SuperPower for moderate to severe hearing loss, up to

Seamless hearing that changes with you

SmartSound® iQ technology inside the sound processor constantly monitors your child's surroundings and automatically adjusts the settings to tune down background noise and enhance speech to help your child hear what's being said.

Your child can focus on the important things they need to hear whilst moving effortlessly from one environment to another – at home, in the classroom and in the playground.



Seven SmartSound iQ environments help your child to hear better in all situations:



Soft speech Enjoy soft whispers



Speech in loud noise



Soft noise Reduce the hum of



Speech in soft noise Talk to your parents when



Loud noise noisy situations



Loud speech



Appreciate soft sounds in quiet environments



The world at their fingertips.

Not only does the Baha System offer a range of different hearing devices and advanced sound processors, it also provides your child with a selection of True Wireless™ accessories, Made for iPhone (MFi) technology and smart apps. These may help your child to hear at school and connect to the world in ways that suit them.

Hear better in the classroom

Classrooms are lively, noisy places and it's important that your child can hear their teacher. The Baha System features a range of direct-to-device wireless accessories, including the Mini Microphone 2+. It streams speech directly to your child's sound processor, overcoming noise and distance in the classroom and other challenging listening environments.



Enjoy TV with the family

Cochlear's Wireless TV Streamer lets your child listen to sound streamed directly to their sound processor, without having the volume too high for the rest of the family. Chat together as a family while you watch and play the latest movies, TV shows and video games.

Stream sound from favourite devices

Cochlear Baha 5 sound processors feature MFi technology that lets your child stream sound directly from their iPhone or iPad – which means they can hear clearly when chatting with friends, watching online videos and listening to music. Using the Cochlear Wireless Phone Clip, they can do all this with their Android phone too.

Bilateral Baha System users can enjoy wireless streaming to both sound processors, giving them full stereo sound.

Stay in control

Using the Baha 5 Smart App, you and your child can easily control, monitor and manage their sound processor. Change programs and volume, check battery levels and even locate their sound processor if it gets lost!

For more information on Cochlear Wireless Accessories, visit www.cochlear.com











Helping children to hear for over 40 years.

For over 40 years Cochlear has been dedicated to understanding the needs of children with hearing loss. Thanks to the innovation, versatility and performance of our Baha System, we've been able to help children around the world to hear and communicate using bone conduction.

Options with the Baha System

With Cochlear, your child has many options depending on their needs, age and taste. The Baha Sound Processor can transfer sound through an implant (surgical) or from an external (non-surgical) device. No matter what option you choose, your child will be able to hear during important milestones – like saying their first words, starting preschool or enjoying a birthday party with family and friends.

NON-SURGICAL

If your child is not ready or is too young for an implant, there are two options:



Baha Softband is an ideal choice for babies and toddlers.



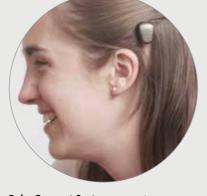
Baha SoundArc is an effective and stylish alternative for young children.

SURGICAL

When your child is ready for an implant, there are also two options:



Baha Attract System connects the sound processor via a magnet.



Baha Connect System connects the sound processor via an abutment.



Baha Softband.

It's important for your baby or toddler to hear the sounds that surround them – the soothing voice of a parent or a lullaby to help them sleep. Early identification of hearing loss and access to sound is important for your child's communication development, ¹³ so it's essential to address their hearing loss as soon as possible.

It is just as important that your child enjoys their early hearing experiences so that they continue to wear their hearing device to get the early amplification they need to hear and learn.

The gentle first step to better hearing

We designed the Baha Softband to be the most comfortable and easy-to-wear solution, specifically for babies and toddlers. It is the ideal introduction to bone conduction, enabling children to benefit from consistent hearing that supports their speech and language development, without surgery.



Unlike other headbands, the Baha Softband uses the Baha SoftWear™ Pad, which reduces peak pressure to give greater comfort and increase the level of sound that transmits to your child's ear.

The Baha Softband can be fitted with one or two Baha 5 sound processors (for one or both ears) and uses the same technology as our implantable solution. The Softband attaches easily and simply to the sound processor and is available in a variety of fun colours and patterns, and features a built-in safety release.

Softband colour options























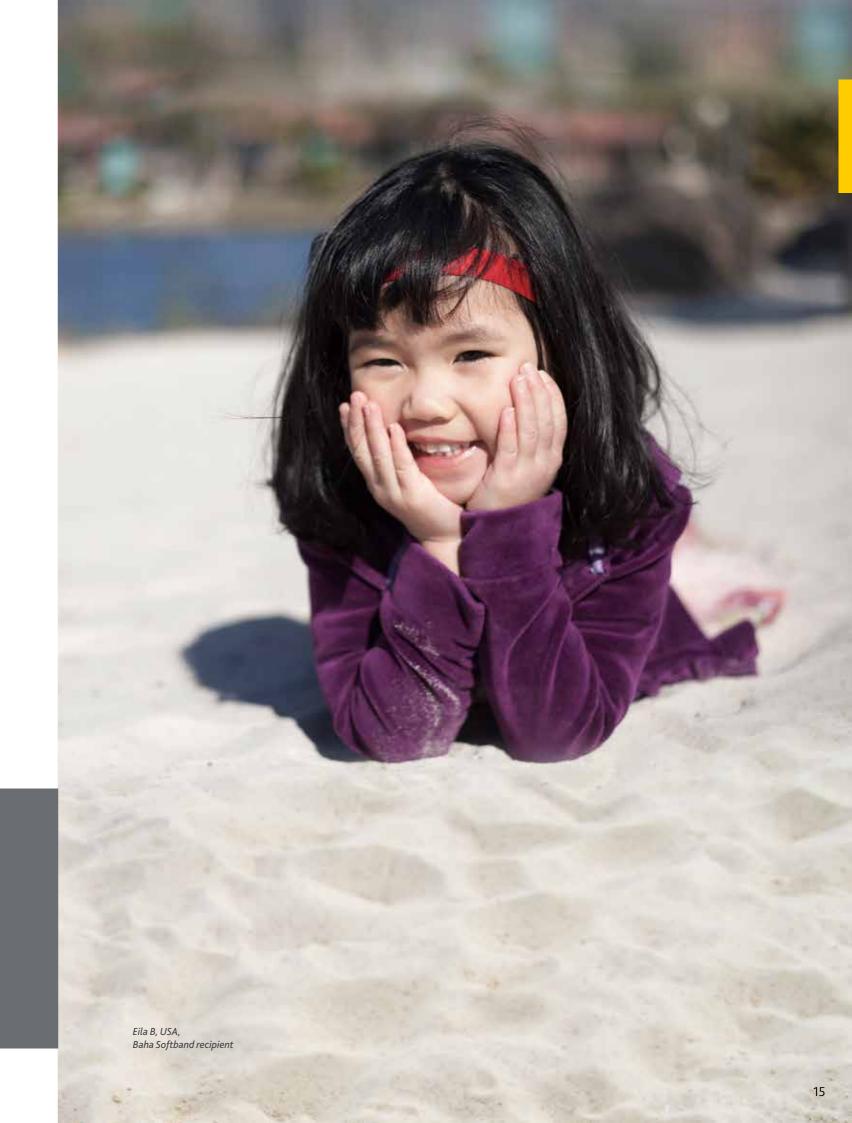
Baha SoftWear Pad

4 Connects to all Baha 5 sound processors

"Lucy started using the Baha Softband when she was just 3 months old, and she's been wearing it ever since. With her Softband she should be able to accomplish anything she wants."

Mother of Lucy F, USA, Baha Softband recipient





Baha SoundArc.

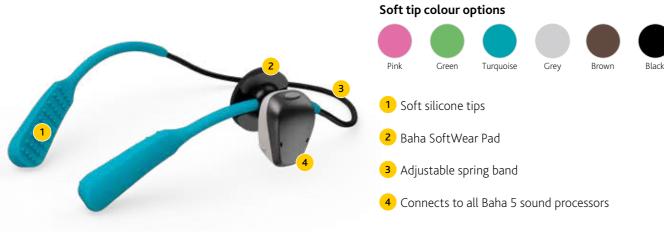
As your child continues to grow, so does their interaction with the world. Socialising with other kids in a noisy playground or classroom can be hard for a child with hearing loss, so it is important your child can hear well and be happy with the way they look wearing their hearing device.

Growing up in a world of sound

The Baha SoundArc is a fashionable and comfortable hearing device suitable for children. It has a modern look that kids love and is lightweight, practical and, like a pair of sunglasses, easy to put on and take off.

No two children are alike. That's why SoundArc is adaptable to fit heads of different shapes and sizes, comfortably and securely and provides all the sound your child needs to hear better.

The SoundArc can be fitted with one or two sound processors, comes in several sizes, and has a variety of soft coloured tips so your child can match their hair, style or clothes. They can express themselves and enjoy wearing their SoundArc whilst fully engaging in everyday activities.



joy wearing day activities.

"What impressed me about the SoundArc is its sleek, modern design and I am confident our patients will really appreciate that."

Clinical Scientist in Audiology, UK





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Getting a Baha Implant.

As your child grows, with new found independence, confidence and a more active social life, it's natural to progress to an implantable solution. An implant improves the transmission of sound and enables children to benefit from a more complete and fulfilling listening experience, now and into the future*.

Better hearing for the long term

Cochlear is the only company that offers your child the choice of two different implant options. Both use the same small Baha Implant – the Baha Attract System attaches the sound processor to the implant using a magnet connection while the Baha Connect System connects the sound processor to the implant using a small abutment.

The surgery is straightforward and most are completed in half an hour, with your child back at home the same day.

Speak with your child's hearing care professional to understand what implant system might be best for them, and the steps you need to take.





Based on bigs implant years of published research – the Baha Implant has proven stable in 98.4% of patients through long term use.¹⁴

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^{*} In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five.

Baha Attract System.

A high standard for hearing performance, comfort and simplicity in bone conduction implant solutions. By using internal and external magnets that attract to one another, it is comfortable and easy for your child to use and care for.

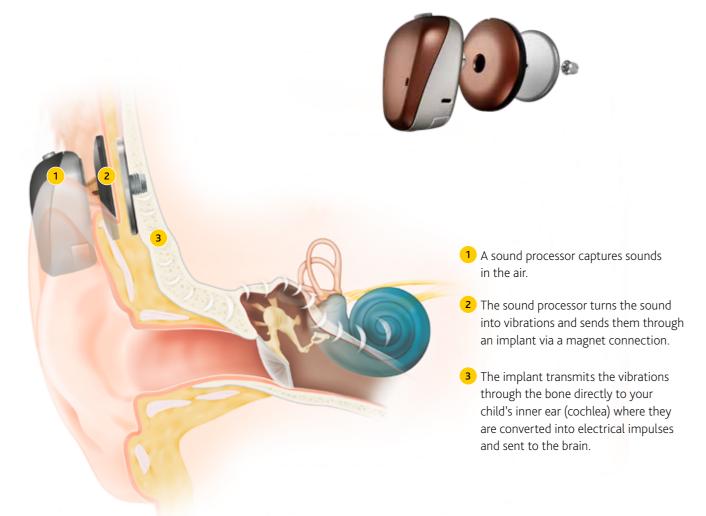
A magnetic connection to hearing

The Baha Attract System is a great option for children progressing from the Baha Softband or Baha SoundArc, or alternatively those transitioning from other hearing solutions or getting treatment for hearing loss for the first time.

It's easy to use - your child simply clips on their Baha Sound Processor which transmits sound to the implant. Your child can engage in all the activities they love, like running, playing football and dancing, without worrying that their sound processor will fall off.

Designed with comfort in mind

For added comfort and performance the Baha SoftWear™ Pad sits on the external magnet and adapts comfortably to the shape of your child's head, distributing pressure evenly across the surface. The better your child feels wearing their Baha Attract System, the more likely they are to continue wearing it and over time it will feel natural for them.



"The Baha Attract is helping Isabella, especially since she is trying to read. With the [Baha] Attract, she can hear a lot more, especially when we are reading a story. She can hear me regardless of where I'm at."

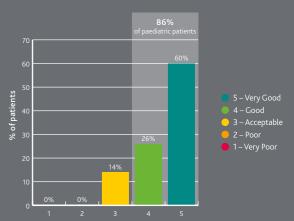
- Melissa W, Mother of Isabella, USA, Baha Attract recipient



Improved speech understanding

In a post-market follow-up, 86% of the paediatric patients using the Baha Attract System rated their speech understanding to be good or very good, with 100% rating as acceptable or better.¹⁵

* In the follow-up, the pediatric group included all patients aged 20 years and under



Baha Connect System.

A permanent hearing solution that is easy to use, requires little daily care and is designed to provide optimal hearing for your child.

A direct connection to hearing

The Baha Connect System is a permanent hearing solution that is easy to use and requires little daily care; your child simply snaps their Baha 5 Sound Processor onto the abutment. They can play, listen to music and engage in the activities they love without worrying about their sound processor falling off.

Latest technology, best results

The Baha Connect System helps your child heal quickly.

The System's abutment features state of the art

Dermalock™ technology with a unique surface coating.

This technology integrates with your child's body, allowing shorter surgery times, faster healing and giving your child excellent cosmetic results.¹6,¹7





Josh's story.

At the age of six, Josh was diagnosed with congenital cholesteatoma. He received his first set of hearing aids, but they did not work well for him. Later, Josh's doctors found there was a risk of repeat infections if he wore hearing aids, so at the age of nine he was implanted with his first Baha System. Two years later Josh received his second Baha System. This is his story as told by his mother.

Tell us, how did hearing loss affect Josh's life?

I noticed Josh struggling to interact with other people in school. He couldn't hear that well, so he wouldn't pay attention, or he would hear something in the back of the room and was really distracted. He wasn't doing well in school. Some things he couldn't do that other kids could do – like wear headphones. It was hard to see, something pulled him back from things.

How did Josh experience his first Baha System?

The first year with his first Baha [System], he showed so much improvement with his social life. He's always been very social, but just interacting with kids was a lot better. School was a lot better. He was able to hear the teacher and learned a lot better with that. He's able to listen to music, which was his number one thing. Interacting and communicating became so much better for him.

What was the change like when getting his second Baha System?

After getting the second Baha [System], Josh heard a lot better because it was balanced out. He didn't have one ear that heard better, he had both. So, it helped him with communicating, talking on the phone, listening to music. He was able to hear all around versus just on one side of the classroom. Before, I would have to make sure I was talking to one side of him, now [he hears on] both.

And school?

I think Josh started doing better in school because he was able to hear the teacher a lot better. He became more confident in raising his hand, asking questions. Because before, when he didn't have any Baha [systems], or any hearing aids, he would be scared to ask questions, because he's like, 'Maybe the teacher went over that already but I didn't hear it.'

What about changing his sound processor settings and if he happens to lose it?

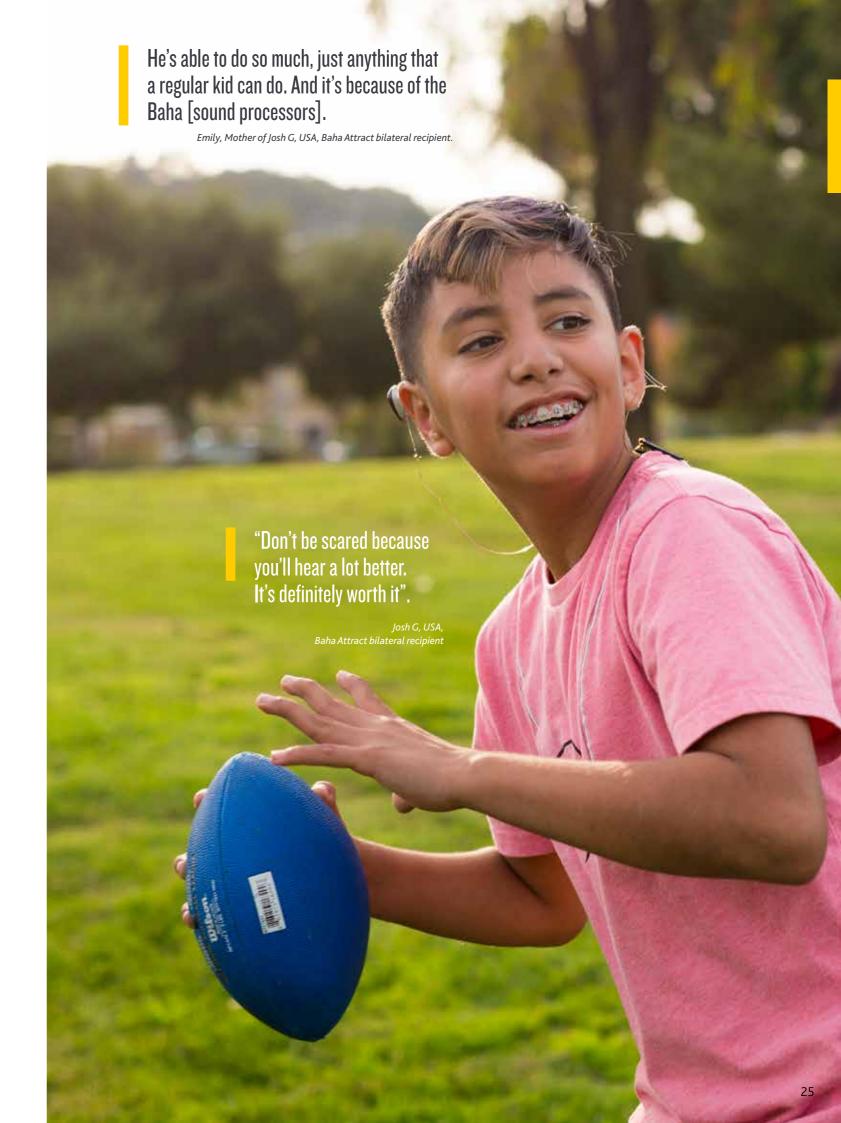
The Baha Smart App helps if he misplaces his Baha [sound processors], he's able to find them using the Find my Processor [function]. When we go to events and it's too loud for him, we can lower the volume. We can change programs on his Baha [sound processors] easily.

How did you feel about Josh having surgery?

Being a mom you don't want your kids to go through that, but once you see the difference that it's made on your child, how happy they are, it's so worth it. And it's not a long surgery. It's not a long recovery.

What would you say to someone in the situation you were in some years ago?

The benefit definitely outweighs the fears. It's a whole new world that they walk into once they get the Baha [systems]. Josh is able to do so much, anything that a regular kid can do, and can hear. It improved [his] confidence. He's able to communicate a lot better... He's able to interact with kids his age better. And at school there's a lot of different [improvements] that you'll see.



Explaining the hearing journey to your child.

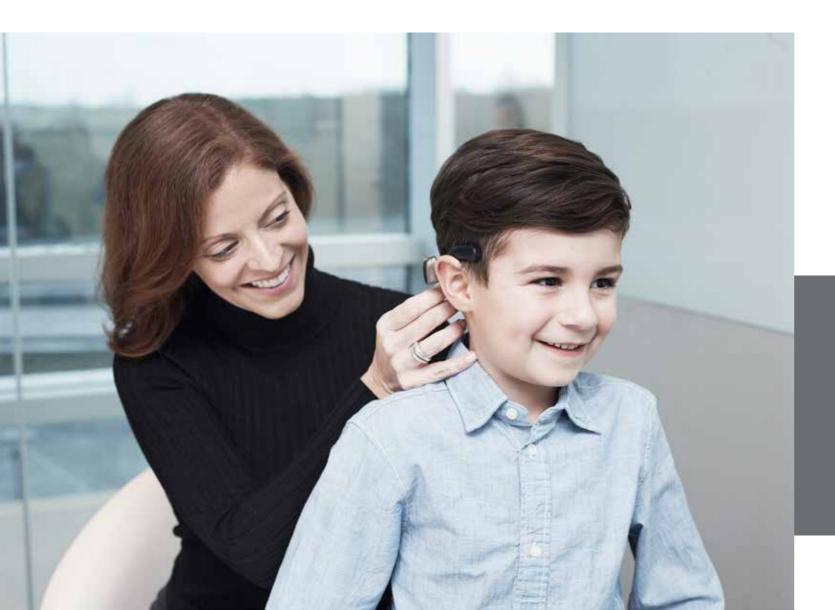
Considering treatment options can be an overwhelming experience so it's important to remember that there are effective treatment options for all types of hearing loss, which suit your child's age and lifestyle.

Your child may be confused about what is going to happen and we understand that it can be difficult to explain in a meaningful way. We recommend that you ask your hearing care professional lots of questions to ensure that you understand the treatment clearly. You can also get their help in explaining to your child, in an age-appropriate way.

For toddlers and younger children it can help to story-tell the process of having their hearing checked by a special hearing friend, having a device fitted (eg. Baha Softband or Baha SoundArc), having the device turned on by their hearing friend and finally hearing new sounds!

For older children you can explain in a more informative way and they'll be able to ask their hearing care professional questions of their own too.

Keeping your communication open, relaxed and fun can help to encourage your child to relax and accept their new hearing solution.



Questions to ask your child's hearing care professional.

If your child is getting the Baha Softband or Baha SoundArc

- 1. What does getting fitted (programmed) feel like?
- 2. Will my child hear right away?
- 3. How will it sound?
- 4. How do I put on my child's device?
- 5. How does it work?
- 6. Can my child play wearing their sound processor?
- 7. What will happen if my child misplaces their sound processor?
- 8. How do I store/care for the device?
- 9. Should we inform preschool/school about my child having a Baha Sound Processor?

If your child is getting a Baha Implant with the Baha Attract or Baha Connect systems

- 1. What happens during the surgery and how long does it take?
- 2. How long is recovery and what special care is needed?
- 3. What does getting fitted (programmed) feel like?
- 4. Will my child hear right away / how will it sound?
- 5. What will happen if my child misplaces their sound processor?
- 6. How do we store/care for the device?
- 7. Should we inform school about my child having an implant and Baha Sound Processor?
- 8. Is there a network of families of bone conduction implant recipients that we can connect with?

A better future for children with hearing loss

Naturally you want what's best for your child. Choosing the right hearing solution is a life-changing decision and it's important you understand all the available options to make the best choice for your child.

Cochlear has advanced sound processors, a well proven, reliable implant¹⁸, versatile wearing options and wireless connectivity to make hearing easier and more enjoyable for your child, every day. That's just part of the reason why more people choose a Cochlear hearing implant over any other implantable system.



Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 550,000 implantable devices, helping people of all ages to hear and connect with life's opportunities.

We aim to give people the best lifelong hearing experience and access to innovative future technologies. We have the industry's best clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

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 $Views\ expressed\ are\ those\ of\ the\ individual.\ Consult\ your\ health\ professional\ to\ determine\ if\ you\ are\ a\ candidate\ for\ Cochlear\ technology.$

Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

Cochlear Baha 5 sound processors are compatible with iPhone, iPad and iPod touch. The Cochlear Baha 5 Smart App is available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility

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